

# Where It's @ Loudoun News from the Frontier of Innovation

Loudoun County Department of Economic Development

## Design Cabinet Brainstorms with George C. Marshall Foundation

DED's Design Cabinet hosted members of the George C. Marshall International Foundation Board of Directors, staff from the Town of Leesburg and the Department of Economic Development September 20. Marshall Foundation Board member Cate Wyatt sought the assistance of the Design Cabinet, which is comprised of local architects and engineers, in brainstorming master plan possibilities for the Foundation's properties in Leesburg's historic district.

In addition to the Foundation's centerpiece, Dodona Manor, the group has acquired eight surrounding properties, including the Inglenook building, and those currently housing Mom's Apple Pie, La Chosita Grill, the shops at Southern Exchange, a private residence, and several antique stores.

During the session, participants were divided into three groups and addressed three different potential scenarios. The first proposal focused on the adaptive reuse of the existing historic structures while having a minimum impact on the open landscape. The proposal's objectives included showcasing George C. Marshall, preserving natural features on the land, and working to promote the architecture of the area. The second proposal sought to create a mixed-use area that maximizes the area's potential, in part by using the Foundation's properties for a series of office, residential, and event locations, while working with the Loudoun Museum to create a mass of museum and educational uses in the historic district. The third plan creates a more pedestrian-friendly area with disguised parking structures, traffic calming measures, a new visitor's center at the current location of Mom's Apple Pie, and a new two or three story commercial area on Loudoun Street that would also include residential space at the back of the buildings. This commercial area would be surrounded by retail locations.

The Foundation is currently working through the proposed ideas and is developing an action plan.

## Flemming & Park View Receive EDC Education Leadership Award

The Loudoun County Economic Development Commission (EDC) announced the recipients of the first annual Education Leadership Award September 30. The award is being given to Loudoun County School Board Member Frederick F. Fleming, and to the Park View High School Improvement Team.

The award was created by the EDC Education and Workforce Committee

to recognize individuals, groups, or organizations that demonstrate leadership and achievement in the fields of higher education, workforce development, continuing and adult education, or public school administration.

Mr. Fleming, Leesburg School Board representative, is one of four school board members who founded the Loudoun Education Foundation in 1991. As Director of Continuing Education at the

### Department's Prospect Activity—September:

- ? Responded to 127 requests for general information
- ? Sent out 46 marketing packages
- ? Delivered 3 proposals and presentations
- ? Conducted 2 tours
- ? Distributed 64 Growth Summaries & 15 Farmers' Market Applications
- ? Worked with 1 new and 32 ongoing prospects

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## Announcements and Expansions

### New & Existing Business



In addition to daycare, company services include on-site haircuts and private dance, music, Tae Kwon Do, and tennis lessons.

? The **Loudoun County Small Business Development Center** ([www.loudounsbdc.org](http://www.loudounsbdc.org)) moved from their 1,000 square foot office on East Holly Avenue in Sterling to a new, 1,600 square foot office condo October 1. The new location is on Whitfield Place in Cascades. The SBDC provides seminars, training, and counseling to new and existing small businesses, using their staff of three and core of more than 25 volunteers. In 2002, the SBDC has assisted more than 900 clients, representing 577 new business start-ups and 352 existing small businesses. The SBDC has also had more than 700 attendees at its "Start Your Business" seminars, a 43% increase over year-to-date 2001.

? **The Loudoun Convention & Visitors Association** ([www.visitloudoun.org](http://www.visitloudoun.org)) has moved to a new location at the Jewell Building on Catoctin Circle in Leesburg. Previously in the historic district at Market Station, the move to the new 3,700 square foot location approximately doubles LCVA's office space and the State Certified Visitors Center it operates. It also provides much more available visitor

parking, and is more visible. LCVA plans to fill two long-anticipated job openings: a sales position dedicated to leisure tours in the area, and another to do research and development.

? **Guidance Software** ([www.guidancesoftware.com](http://www.guidancesoftware.com)) has expanded their Loudoun County location. Previously in 2,500 square feet in Leesburg with one full time employee, the company recently opened a new 6,800 square foot office at Loudoun Tech Center with five full time employees. Guidance Software, based in Pasadena, California, is a world leader in forensic and enterprise computer investigation training and software. The company's software, EnCase, is a computer forensic tool used in thousands of court cases involving digital evidence, including heavily publicized investigations surrounding Richard Reed, Daniel Pearl and Enron. Recently highlighted on Court TV, EnCase enables examiners to capture, preserve and manage large volumes of computer evidence and view relevant files, including "deleted" files, file slack and unallocated space.

### Service Business News

**Crème de la Crème**, a premium child care and preschool company based out of Colorado, is constructing a new 21,000 square foot center on Springlake Court near Loudoun Tech Center. Crème de la Crème will own & operate the Loudoun facility, which will eventually provide care for up to 300 children with a staff of 60. Crème de la Crème's unique approach to care for children ages 6 months to 5 years includes individualized instruction from trained teachers in developmentally appropriate activities, including reading, math, science, art, music, computers, foreign languages, creative movement and problem-solving challenges. Deluxe facilities include closed-circuit TV monitoring and uniformed security personnel. Teachers' aides and housekeepers complement the teaching teams by changing diapers, cleaning and replenishing supplies.

## Noteworthy

Staff from the Department of Economic Development met with members of the **Fairfax County Economic Development Authority** in late September to discuss current market conditions. DED and the Fairfax team discussed commercial vacancy rates, and tourism and transportation planning for the upcoming Udvar-Hazy Center of the Smithsonian Air and Space Museum at Dulles Airport. The two counties will be working together on developing a plan for the Route 50 corridor leading to and from the new museum. As in Loudoun, Fairfax representatives stated that they are seeing few large-space tenants in the market for new space, and they expect much of the future growth in Fairfax County to come from existing business expansions.

*Entrepreneur Magazine* and Dun & Bradstreet have just named the Washington, D.C. area the **Best City for Entrepreneurs** in its 9th annual ranking. The first-place ranking was determined by four criteria: entrepreneurial activity (number of businesses 5 years old or younger), small-business growth (number of businesses with fewer than 20 employees that had significant employment growth from January 2001 to January 2002), economic growth (change in job growth over a three-year period through January 2002), and risk (bankruptcy rates).

What do **Tellabs**, **Freddie Mac**, **AT&T**, **Wells Fargo**, **Home Depot**, **Fed Ex**, and **Marriott** have in common? They all have branches in Loudoun, and they all made *Business Ethics Magazine's* 2002 **100 Best Corporate Citizens** list. The rankings were determined by quantitative measures of corporate service to seven stakeholder groups: stockholders, employees, customers, the community, the environment, overseas stakeholders, and women and minorities.



The outer skin of the aviation hangar at the new Air and Space Museum is completed, and interior work began in September.



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Northern Virginia Community College's (NVCC) Loudoun Campus, Mr. Flemming spearheaded efforts to provide postsecondary workforce training to local firms. He led the NVCC Tech Prep program during its formative years. It has been during Mr. Flemming's "retirement" that he found the vision and energy to propose and lead the Loudoun School/Business Partnership, an institution that draws high school students into invaluable activities such as job shadowing at such local firms as America Online and Orbital Sciences.

Park View High School, the most diverse high school in the county, educates the largest special education population and has the largest English as a Second Language enrollment. The school faces significant challenges meeting instructional needs, maintaining regular attendance, and maintaining parent and community involvement. The School Improvement Team (SIT) includes all curricular department chairs, the guidance director, three classroom teachers interested in global projects for the school, four students, two parents, one assistant principal and the principal. Successful SIT projects include a revision of the eight period block schedule to provide for SOL preparation as well as independent study and enrichment, a "sustained silent reading" initiative, and "Meet the Teacher" conference day.

The Education Leadership Award will be presented at the EDC VIP Reception on November 7.



Frederick Fleming and the Park View Patriots Student Improvement Team will be honored November 7 for their contributions to education in Loudoun County.



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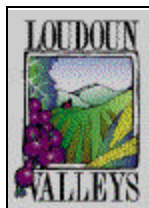
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## Department News

The Department's Suburban and Towns Team members Robyn Bailey and Christina Winn took a senior Co-Star researcher on a county tour September 27. The tour was designed to improve the listings in and the accuracy of Loudoun's commercial space in the Co-Star Property database.

DED Regional Economist Sean LaCroix attended a five-day ACCRA conference at George Mason University's Arlington Campus September 16-20. Sessions focused on cluster analysis, industry targeting, and benchmarking. ACCRA is a non-profit organization promoting excellence in research for economic and community development.

Larry Rosenstrauch and Robyn Bailey hosted a focus group of Loudoun brokers and developers in September. Participants discussed the overall commercial market and their experiences working with county staff on commercial projects.

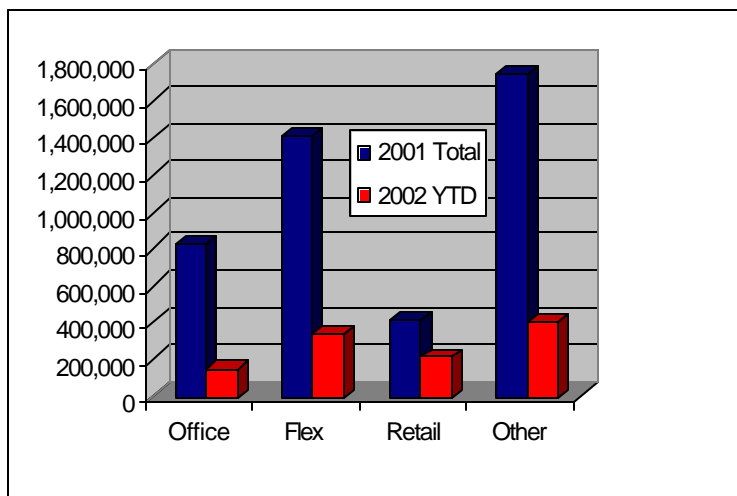


You know you want to know: just what the heck is a 'fainting goat' anyway? Now's the time to find out. The agriculture staff at DED is busy preparing for the **Loudoun Fall Farm Color Tour** October 19 and 20. Details and directions to all 19 participating farms is available at <http://www.rural-loudoun.state.va.us>.

## Construction Activity

In August 2002, Loudoun County permitted 186,197 square feet (SF) of nonresidential construction. The combined value of new buildings (\$15,568,919) and alterations (\$2,060,572) is over \$17.6 million.

- ? Office — 39,684 SF in August and 0 SF in July
- ? Flex/Industrial — 77,488 SF in August and 0 SF in July
- ? Retail — 50,036 SF in August and 146,343 SF in July
- ? Other — 18,989 SF in August and 38,164 SF in July
- ? Taxable — 184,613 SF in August and 183,495 SF in July
- ? Route 28 — 28,436 SF in August and 0 SF in July



Nonresidential Construction — Square Feet Permitted  
2001 Total and January-August 2002